

HOW CAN WE HELP YOU?

Optimize your format  
& strategy

# TO BE NUMBER ONE, YOU NEED TO UNDERSTAND THE AUDIENCE FIRST

BRAND SUPPORT STRATEGIC STUDIES

MAP YOUR MARKET TO POSITION YOUR BRAND SUCCESSFULLY

## Can you afford not to know?

You can assume what people want, or you can ask the audience and really know.



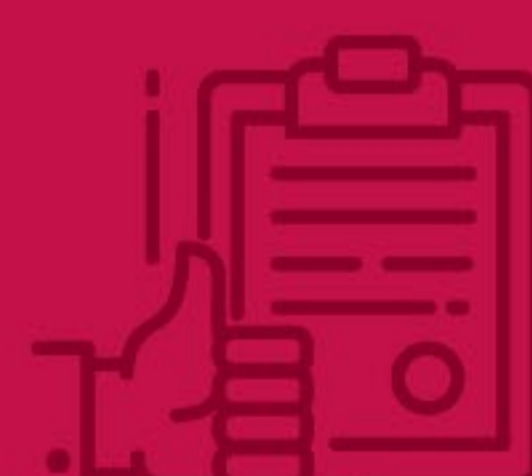
## It's all about perception

You could be heavily investing in the news or music, but if the audience doesn't notice these things, your investment is wasted. Mapping shows you in detail what really appeals to the audience. You get a precise picture of a radio market - audience needs and demands, competitor, images, everything. From music styles to content - what works with the audience and what doesn't. Times are changing fast after all.



## Answers

Questions our strategic surveys answer:  
Which is your natural target group? What are your brand fans like?  
What is the potential target group that makes your brand grow?  
What exactly are the demands of these target groups?  
What are the strengths and weaknesses of your brand?  
What is the best position of your brand in a competitive market?  
Who is your major competitor?



## 3 different Brand Support strategic surveys

### 01 MAPPING

the mother of strategic studies - for single stations and networks to overlook a complete market

### 02 FORMAT FINDER

Identifies 'unoccupied gaps in the market' in order to launch a new format

### 03 FORMAT OPTIMIZER

To improve the position of an established brand in a clear strategic position

## Why mapping?

### EXPERIENCE AND RESULTS

We have conducted hundreds of strategic studies to support great media brands since 1996.

### IT IS BASED ON DEMANDS AND LIFESTYLE

Mapping delivers a segmentation model to identify target groups (so called clusters) based on demands and lifestyle - not on usual socio demographics that don't tell anything about a person.

### ACTION PLAN INCLUDED

We don't deliver just results of the survey, but also an action plan to optimize your product, as well as your brand communication.

### CUSTOM BUILD FOR YOU

Each market is different. Each situation is unique. We wouldn't be able to keep doing this for brands like RTL, ORF, TELEKOM and ARD since 1996 if we would not adopt the survey every time for every client.

## Choose the best solution for you!

- YOU NEED A FULL MARKET OVERVIEW?
- YOU WANT TO CHECK IF YOUR CURRENT STRATEGY IS ON TRACK?
- NOT SURE WHERE TO GO NEXT?
- NEED MORE THEN CUT FEELING TO TWEAK THE STRATEGY?

## Let's talk

Contact us and we will find out together what kind of strategic survey is best for you!

[CONTACT US](#)